



SFANet Site Analysis

Period: June 1, 2000 to Oct. 31, 2000

Executive Summary

November, 2000

Summary Results

<i>Graph</i>	<i>Metric</i>	<i>Desired Result</i>	<i>Last Month Variance</i>
Session Statistics			
	Visitor Sessions	Increase	Increased 28%
Activity Statistics			
	Total Hits	Increase	Increased 17%
	Page Views	Increase	Increased 6%
Visitor Statistics			
	Total Visitors	Increase	N/A
	Visitors who visited more than once	Increase	N/A
	Visitors who visited once	Decrease	N/A
Visit Length Statistics			
	Avg Visit Length	Increase	Decreased 6%
Other			
	Bandwidth	Increase	Decreased 36%
	Page Not Found Errors	Decrease	Increased 39%
	Failed Hits as a Percent	Decrease	Increased 45%
	Server Errors	Decrease	Decreased 5%

Key Findings and Actions

- **Findings**

- Hits/Page View statistics, visitor trends, etc. show that Intranet usage is increasing.
- Visit length is decreasing and fewer megabytes of data were downloaded from the previous month.

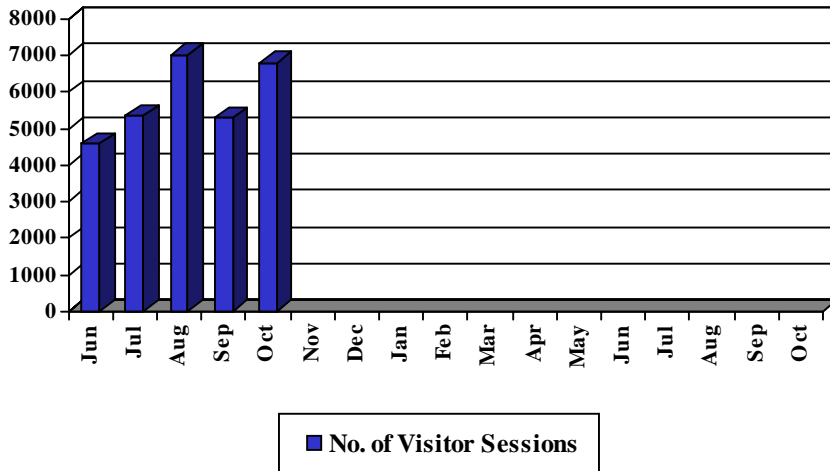
- **Actions**

- Need a more accurate count of unique users (see the Oct. 18 draft report)
- Resolve/understand “Failed Hits” - establish a threshold
- Resolve/understand “Server Errors” - establish a threshold

Actions Status from Previous Report

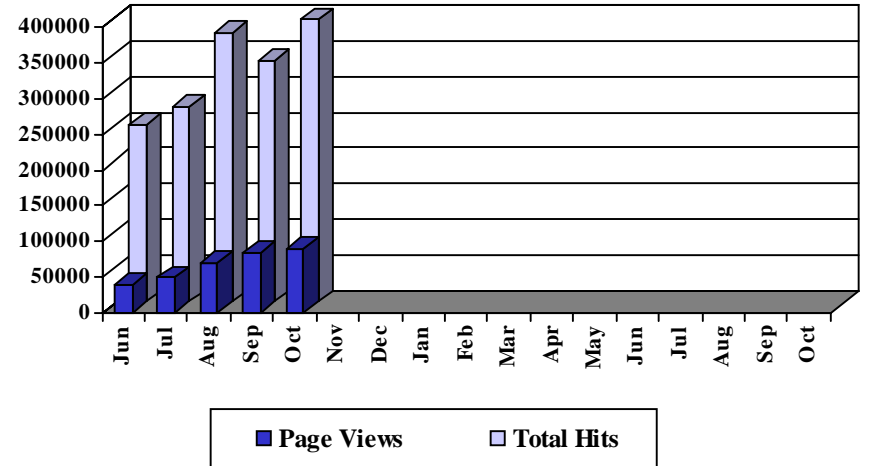
- **Visitor stats - WebTrends is configured at the VDC to use IP addresses to determine unique visitors; SFA uses DHCP to assign IP addresses. Consequently, Visitor data is inaccurate. Alternate solutions are being investigated.**
- **Failed Hits - Rational Rose was run against the new site prior to launch Nov. 1; all links are functional. Issue will remain open until the next report.**
- **Server Errors - Site was updated Nov. 1. Issue will remain open until the next report.**
- **Average Visit Length decreasing - continued to decrease this reporting period. Could be several reasons why - unable to determine from WebTrends data. Could be that users are more familiar with the site and are locating their information more quickly.**
- **Bandwidth increased while hits and page visits decreased in September - on 9/27 and 9/29 there were a large number of downloads of PDF files and Powerpoint files from the /Giga and /Presentation folders.**

Session Statistics



Good
↑

Activity Statistics

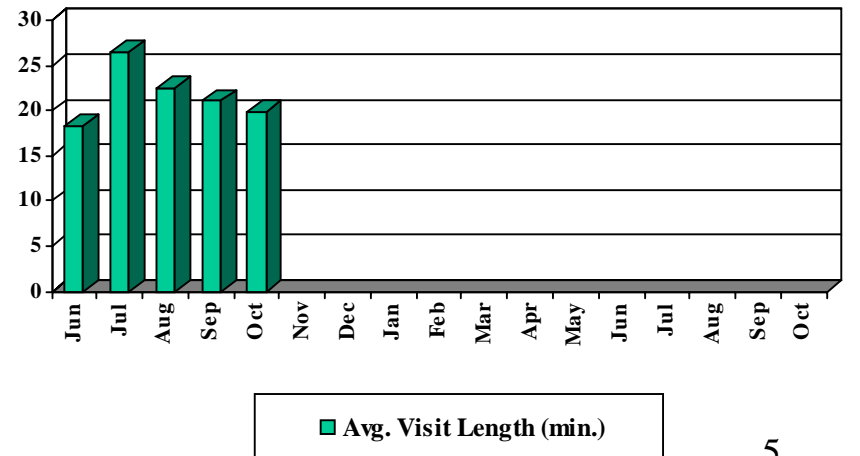


Good
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Visitor Statistics

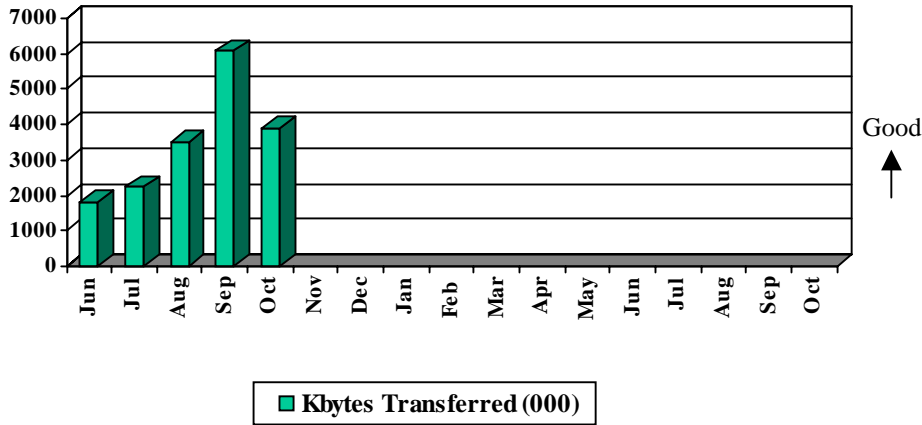
TBD

Visit Length Statistics

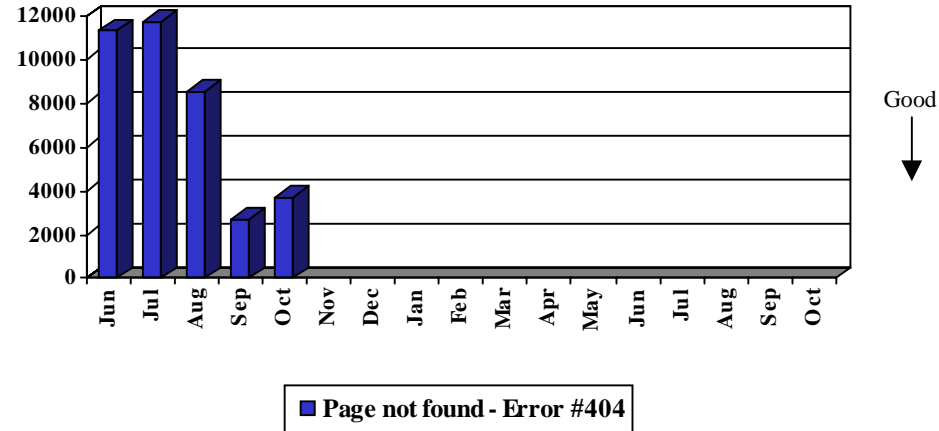


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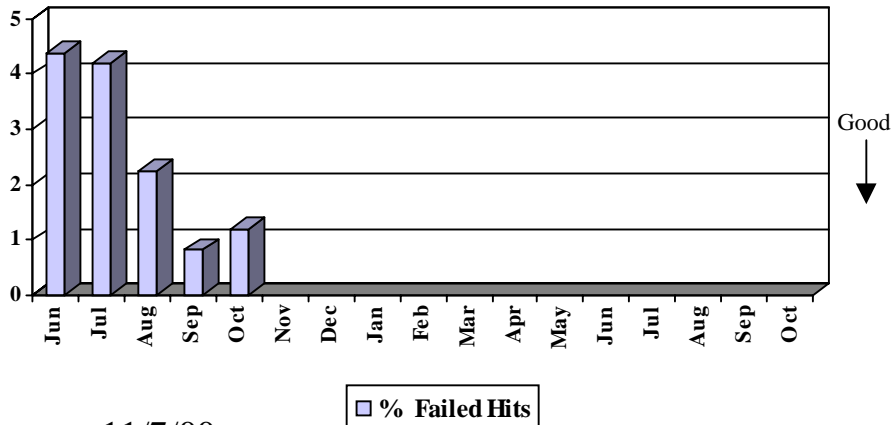
Bandwidth



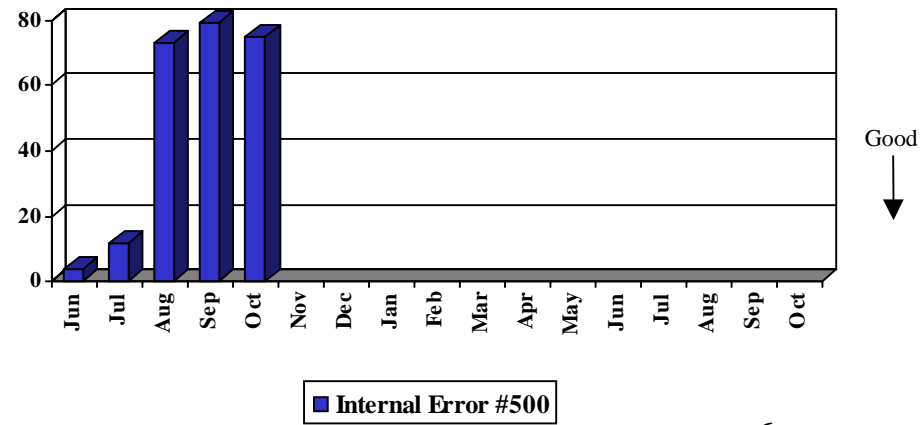
Page Not Found Errors



Failed Hits as a Percent



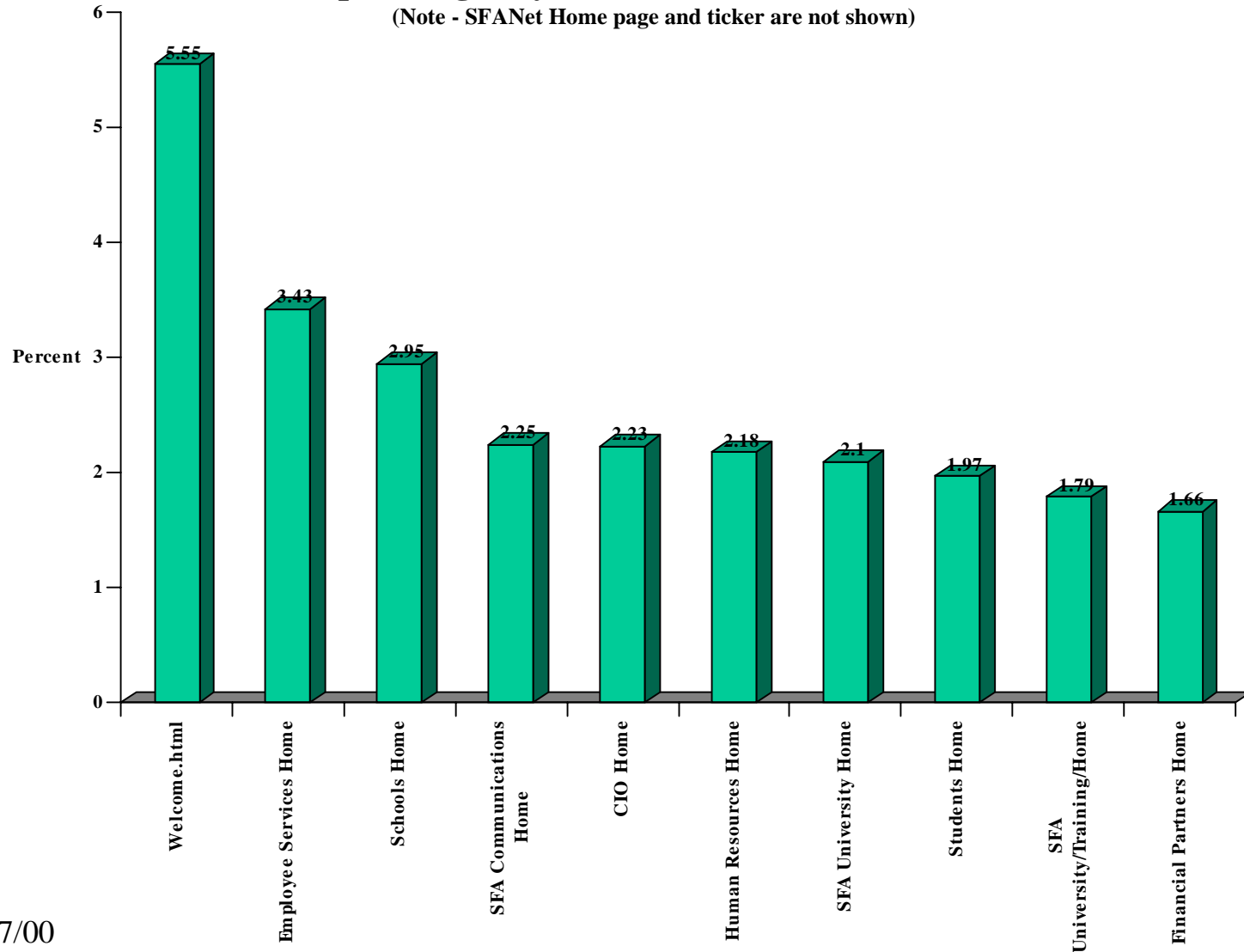
Server Errors



Content Interest - Part 1

Top 10 Pages by Visits - June, 2000 to Present

(Note - SFANet Home page and ticker are not shown)



Content Interest - Part 2

Top Pages by Visits - June, 2000 to Present

Note - Compilation from WebTrends Top Pages by Visits (top 20 pages visited monthly)

Page Name	%
SFANet Home	31.92
Ticker.txt	28.35
Welcome.html	5.55
Employee Services Home	3.43
Schools Home	2.95
SFA Communications Home	2.25
CIO Home	2.23
Human Resources Home	2.18
SFA University Home	2.10
Students Home	1.97
SFA University/Training/Home	1.79
Financial Partners Home	1.66
Reference Page Home	1.50
Employee Services/Life at Work Home	1.39
People Page Home	1.34
CFO	0.88
CFO/Administration/Index8.html	0.76
SFA Stars Home	0.61
Human Resources/Payroll/Index7.html	0.59
SFA Communications/Space News Home	0.53
Human Resources/Forms Home	0.52
SFA Communications/Transformation News Home	0.47
Analysis Home	0.46
Employee Services/News and Events/Index10.html	0.44
Schools/About Us/Kjinterview.html	0.43
Schools/Tools Home	0.42
SFA University/Learning Coupons Home	0.40
SFAStars/Awardees/Awardees_0900.html	0.39
SFA Communications/SFA LOGOS Home	0.37
Performance/EmpSatSummary.html	0.34
People/Index11.html	0.32
Schools/About Us/Index6.html	0.28
Students/News and Events/Index4.html	0.28
Performance/Employee Survey Home	0.27
Ombudsman Home	0.23
Financial Partners/About Us Home	0.23
Students/Publications Library/Index1.html	0.20

Glossary of Terms

- **Hits**
A count of all successful hits including HTML pages, pictures, forms, scripts, and downloaded files.
- **Page Views**
Total hits to pages which are defined as documents or forms by the Server.
Supporting graphics on pages are not counted.
- **Visitor Sessions**
A count of the visits to SFANet
- **Visitors who visited once**
The number of visitors who visited the site exactly once during the reporting period.
- **Visitors who visited more than once**
The number of visitors who visited the site more than once during the reporting period.
- **Total Visitors**
A count using the visitor's IP address, domain name, or cookie.
- **Avg. Visit Length**
Average of all visits in the log. Indicates retention or interest in SFANet
- **Bandwidth**
Kilobytes transferred over the course of the report period. Bandwidth provides a measure of activity
- **Page Not Found Errors**
Pages that returned "Page Not Found" (404) errors on the server. This can be useful in identifying referring pages that are out of date and in highlighting inconsistencies in the site structure.
- **Failed Hits as a Percent**
Percentage of hits that failed. Failed hits are hits where a server or client error occurred.
Useful in determining the reliability of the site.
- **Server Errors**
Type of errors that occurred on the server.
Helpful for specifically identifying the server maintenance that can improve the site.
- **Top Pages by Visits**
These trends indicate the content visitors are most interested in. Ignore /images directory.